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(19) (CA) **APPLICATION FOR CANADIAN PATENT** (12)

(54) **Dispensing Container**

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(57) **7 Claims**

Notice: The specification contained herein as filed

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~~8~~ABSTRACT

A dispensing container for packaging a product for presentation upon a retail shelf comprising of a bottom sheet, a thermoformed concave tray attached to the bottom sheet and defining therebetween a space, the
5 thermoformed concave tray defining an opening, a lid covering the opening, a flexible adhesive substrate attached to the lid and the concave tray for hinging the lid to the concave tray; and printed indicia on the
10 adhesive substrate hinge.

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DISPENSING CONTAINER

This invention relates generally to the art of dispensing and more particularly to package assembly for dispensing towellelettes.

5 A variety of dispensing containers have been developed and utilized for displaying, containing and dispensing a variety of towel-type products. One such device is described in U.S. Patent No. 3,819,043 wherein
10 folded tissues or towellelettes are dispensed from a tray having a removable cover and with the cover provided with an opening and a flexible flap such that the flap is flexed and deformed to expose the opening but which
15 upon relieving of that deformity responds to cover the opening. The flexible flap may be integral with the removal lid or adhered thereto by tape.

 U.S. Patent No. 1,777,408 discloses a display device which simulates a container opening and appears
20 to display an opened container. Two members are attached to one another by a support member which maintains the configuration of the two members so as to maintain the appearance of an opened container.

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It is thus an object of this invention to provide a novel dispensing container which contains towellettes and which has a covering thereon so that towellettes may be dispensed upon opening of the covering.

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It is a further object of this invention to provide a novel dispensing container having a novel relationship between the cover and an opening for the dispensing of a product from within the container.

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More particularly, the invention resides in a package for presentation of a product upon a retail shelf comprising a container having an opening therein; a lid covering said opening; and a flexible adhesive substrate attached to said lid and said container for hinging said lid to said container.

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The invention also resides in a package for presentation of a product upon a retail shelf comprising a bottom sheet; a thermoformed concave tray attached to said bottom sheet and defining therebetween a space adapted for placement of said product within said space; an opening in said concave tray and a lid covering said opening; and a flexible adhesive substrate attached to said lid and said concave tray for hinging said lid to said concave tray and printed indicia on said adhesive substrate.

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The invention further resides in a dispensing container for premoistened towellettes comprising a bottom sheet; a thermoformed concave tray attached to said bottom sheet and defining therebetween a space adapted for placement of said premoistened towellettes within said space; an opening in concave tray and a lid

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covering said opening; a flexible adhesive substrate attached to said lid and said concave tray for hinging said lid to said tray; and printed indicia on said adhesive substrate.

5 Figure 1 of the drawings is a perspective view of the dispensing container in accordance with this invention.

10 Figure 2 of the drawings is a perspective assembly view of the dispensing container according to this invention.

 In accordance with this invention it has been found that a dispensing container may be provided when a
15 novel relationship may exist between a thermoformed tray and a semirigid lid wherein the two parts are adhered together by a flexible substrate having printing thereon whereby the flexible substrate not only acts as a hinge
20 adhering the two parts together but has printed indicia thereon to identify and label the product being dispensed. Various other advantages and features will become apparent from a reading of the following description given with reference to the drawings. It is
25 understood, however, that it is within the scope of this invention to include any container having an opening therein to be covered with a lid which is hinged thereto by an adhesive substrate which bears indicia to convey useful information regarding the product contained
30 therein.

 Figure 1 illustrates the dispensing container 1 in accordance with this invention comprising a thermoformed concave tray 3 having an opening 5 therein. The opening 5 is covered by a lid 7 which interlocks by

its own contour 9 with the contour 11 of the tray 3 and is provided for dispensing products such as folded and moistened towellettes therefrom.

The lid preferably is a thermoformed
5 semiflexible lid and is provided with a finger grip 13 to aid in the opening and closing thereof. A flexible adhesive substrate 21 is adhered to the lid 7 and to the tray 3 at 23 and provides for a hinging action between
10 the lid 7 and tray 3. The adhesive substrate 21 also provides a surface for the location thereon of printed indicia represented at 25 for the identification of the product contained within the tray 3.

The materials of construction are those
15 materials which are well known for thermoforming such as polymers of ethylene and propylene as well as polyvinylchloride. The flexible adhesive substrate 21 is preferably formed of a polypropylene film having a
20 rubber-based emulsion adhesive thereon for easy attachment to the thermoformed tray 3.

Figure 2 illustrates an assembly view of the container 1 of Figure 1. As illustrated, a bottom sheet
25 31 is provided to support a product such as, for example, towellettes 33.

Thermoformed concave tray 3 is attached to the bottom sheet 31 and, by the concavity therein, defines a
30 space for containment of the product 33. Thermoformed concave tray 3 defined the opening 5 which for shipment purposes is covered with an adhesive foil 35 which is thus located between the concave tray 3 and the thermoformed lid 7. The adhesive foil 35 has adhesive located around its perimeter only so as to attach to the

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tray 3 without adhering to any towellettes which may contact the bottom thereof. The adhesive substrate 21 having indicia 25 thereon adheres to the thermoformed semirigid lid 7 and the thermoformed concave tray 3 to form a hinge therebetween with the indicia 25 thereon identifying the product contained therein. A bottom label 41 for attachment to the bottom sheet 31 may be additionally provided.

It is thus seen that the product may be easily dispensed from opening 5 by simply lifting lid 7 at the finger hold 13 thereof and removal of product 33 through opening 5 in seriatim fashion. Upon removal of product through opening 5, the lid 7 may be snapped back over the opening 5 due to the interlocking between mating surfaces 9 and 11. Such movement is brought about through the hinge-like action of substrate 21 which maintains the lid 7 and tray 3 in a desired relationship to each other.

It is thus seen that the invention provides a novel dispensing container which provides a novel relationship between the connection of a cover or lid and the body of a container. Other advantages and features will become apparent from a reading of the foregoing specification which is exemplary in nature, such variations are within the spirit and scope of this invention as defined by the following appended claims.

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THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE
PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS
FOLLOWS:

1. A package for presentation of a product
upon a retail shelf comprising:

- a container having an opening therein;
- a lid covering said opening; and
- 5 a flexible adhesive substrate attached to said
lid and said container for hinging said lid to said
container.

2. A package for presentation of a product
10 upon a retail shelf comprising:

- a bottom sheet;
- a thermoformed concave tray attached to said
bottom sheet and defining therebetween a space adapted
for placement of said product within said space;
- 15 an opening in said concave tray and a lid
covering said opening; and
- a flexible adhesive substrate attached to said
lid and said concave tray for hinging said lid to said
20 concave tray and printed indicia on said adhesive
substrate.

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3. A dispensing container for premoistened
towellettes comprising:

a bottom sheet;

a thermoformed concave tray attached to said
bottom sheet and defining therebetween a space adapted
5 for placement of said premoistened towellettes within
said space;

an opening in concave tray and a lid covering
said opening; a flexible adhesive substrate attached to
said lid and said concave tray for hinging said lid to
10 said tray; and printed indicia on said adhesive
substrate.

4. The dispensing container of Claim 3,
including an adhesive foil covering said opening and
15 adhered to said concave tray, said foil being covered by
said lid.

5. The dispensing container of Claim 3,
wherein said concave tray is constructed of a
20 thermoformable polymeric material.

6. The dispensing container of Claim 3,
wherein said lid is a thermoformed semirigid polymeric
material.

25 7. The dispensing container of Claim 3,
including a plurality of premoistened towellettes in
said container.

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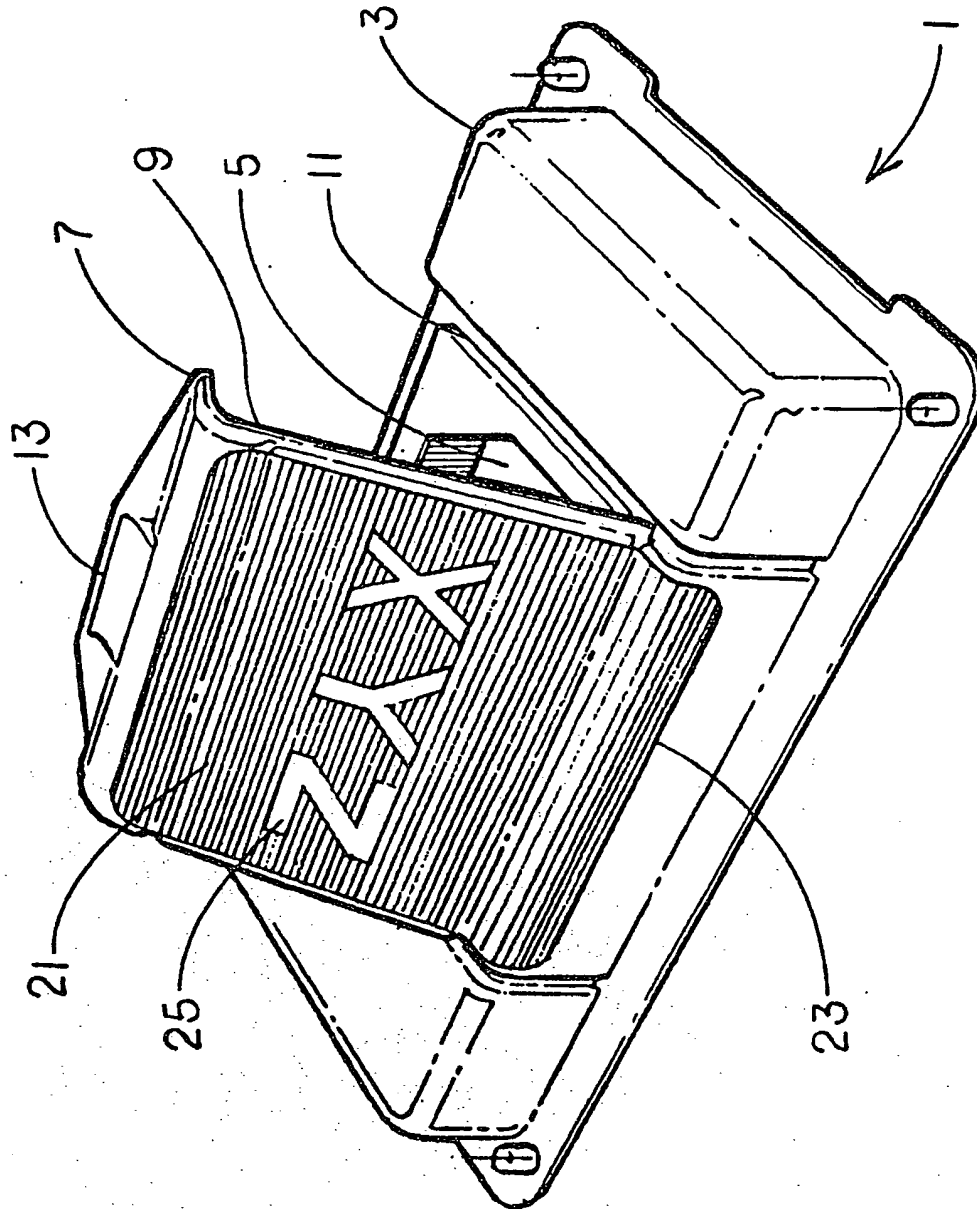
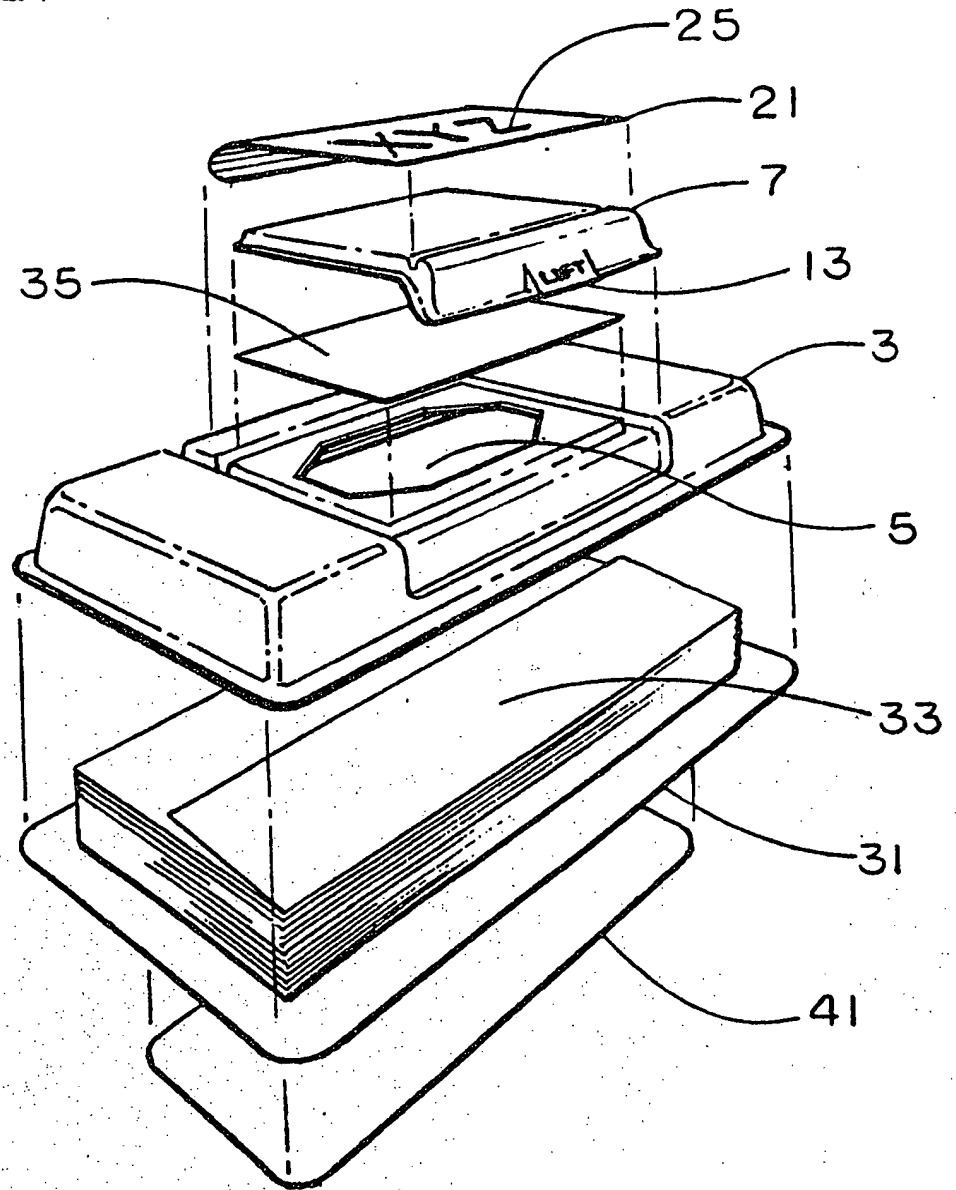


FIG. 1

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FIG. 2



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